

Sub B1
3 a processor, coupled to the storage device, to execute the plurality of instructions to
4 implement an information server which, upon receiving a request including a [resource] real
5 estate identifier for an associated information [page/directory that may or may not exist]
6 page, constructs and issues one or more queries including the [resource] real estate identifier
7 to retrieve [the requested] information corresponding to the received real estate identifier and
8 dynamically generates instructions to create the requested information page for provision to a
9 requesting client if the requested information [page/directory] page does not exist.

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1 2. (Amended) The apparatus of claim 1, wherein if the requested information
2 [page/directory] page does exist, the information server provisions the requested information
3 [page/directory] page to the requesting client.

1 3. (Amended) The apparatus of claim 1, wherein the [resource] real estate identifier is
2 comprised of an industry standard product identifier (ISPID).

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1 4. (Amended) The apparatus of claim [3]1, wherein the [industry standard product] real
2 estate identifier is a multiple listing service (MLS) identifier.

1 5. (Amended) The apparatus of claim [3]1, wherein the [industry standard product] real
2 estate identifier is a [vehicle identification number (VIN) identifier] company-specific
3 property identifier.

1 6. (Amended) The apparatus of claim [3]1, wherein the information server responds to
2 requests for an information page [comprised of the ISPID] including the real estate identifier,
3 whether the requested information page exists prior to the request or not.

1 7. (Amended) The processor of claim 1, wherein the [resource identifier] received request
2 further includes a marketing code.

1 8. (Amended) The apparatus of claim 7, wherein the [resource identifier] request containing
2 the [industry standard product] real estate identifier and marketing code is a uniform resource
3 locator (URL).

1 12. (Amended) A method for managing information delivery, the method comprising:
2 receiving a request for an information page from a client including a [resource] real
3 estate identifier for an associated information [page/directory] page;
4 determining whether the requested information [page/directory] page exists; and
5 automatically constructing and issuing one or more queries including the [resource]
6 real estate identifier to retrieve [the requested] information corresponding to the real estate
7 identifier from accessible resources if the information [page/directory] page does not exist.

1 13. (Amended) The method of claim 12, wherein the [resource] real estate identifier is
2 comprised of [an industry standard product] company-specific property identifier.

1 14. (Amended) The method of claim [13]12, wherein the [industry standard product]
2 real estate identifier is a multiple listing service (MLS) identifier.

18. (Amended) The method of claim 12, wherein the received [resource identifier] request includes a marketing code.

21. A storage medium having stored therein a plurality of executable instructions which, when executed, implement an information server having a plurality of functions, including a function to construct and issue queries to retrieve information from accessible resources in response to a received request including a [resource] real estate identifier for an information [page/directory that may or may not exist] page, and to dynamically generate instructions to create the requested information [page/directory] page for provision to a requesting client if the information [page/directory] page does not exist.

22. (Amended) The storage medium of claim 21, further comprising a function to provision the requested information [page/directory] page to the requesting client if the information [page/directory] page does exist.

23. (Amended) The storage medium of claim 21, wherein the [resource] real estate identifier is comprised of [an industry standard product identifier (ISPID)] a company-specific property identifier.

24. (Amended) The storage medium of claim [23]21, wherein the information server responds to requests [comprised of an ISPID] including a real estate identifier for an information [page/directory] page whether the requested information [page/directory] page exists prior to the request or not.